



## Evaluating a Public-Private Partnership

Dr. Eric Bing, Senior Fellow in Global Health, George W. Bush Institute, and Professor of Global Health, Southern Methodist University  
Public Management

### Course Description

Evaluation is instrumental to a successful public-private partnership. Strong evaluations have a clear logic model, goals and measures and are closely monitored to ensure that desired outputs, outcomes and impacts are achieved. Learn more about these key features and how to evaluate a public-private partnership.

### Learning Objectives

- Describe the importance of the evaluation process.
- Name the four steps needed for evaluation of a public-private partnership.
- What does “measure what matters” mean, and why is it important?

### Discussion Questions:

1. Why is evaluation critical to success?
2. Have you ever evaluated a project or program? What were the key factors you evaluated?

### Developmental Action:

1. Ask each person in your discussion group to represent a different partner within a public-private partnership. Think of a specific project for this partnership and negotiate with the group what you will be evaluating, how, when and why.

